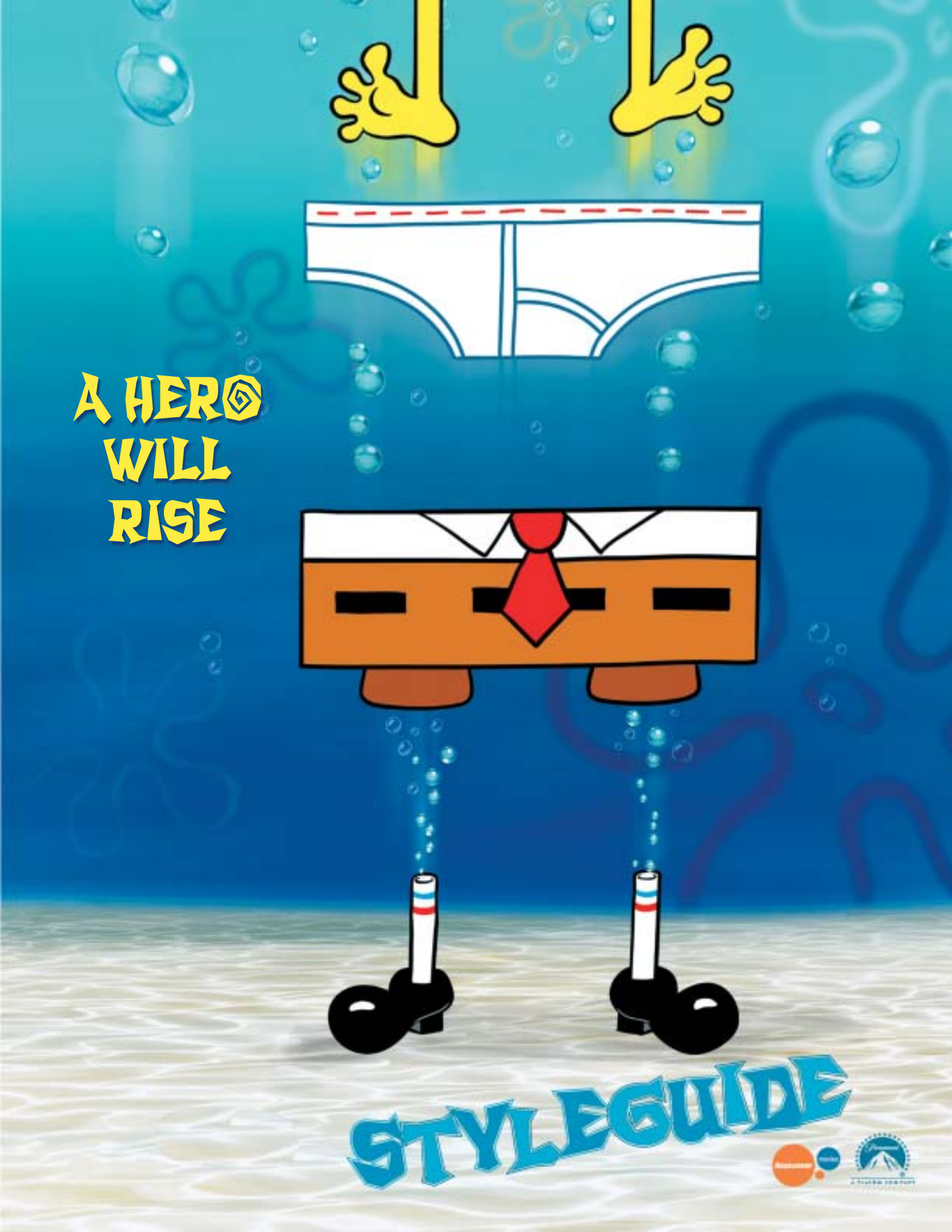
A HERO
WILL
RISE
STYLEGUIDE

MOVIE SYNOPSIS

Plankton's got an elaborate plan to finally get his hands on the secret Krabby Patty formula: Plan Z. And it begins with the theft of King Neptune's crown for which he's framing Mr. Krabs!

Neptune is furious when he discovers his crown has been stolen. But the note left behind points straight to the perpetrator, Mr. Krabs. Or is it just a ruse being used by the real thief?

Well, King Neptune thinks the note is legit and sets off to get his crown back and punish Mr. Krabs. This, on the same day Mr. Krabs is opening the Krusty Krab II.

At the grand opening of the new restaurant, Mr. Krabs appoints Squidward the new manager and SpongeBob is furious. After all, who is Employee of the Month every month? Not Squidward! But as Mr. Krabs points out, SpongeBob is just a kid, and management is a job for a man, otherwise the position would be called kid-ager.

With SpongeBob fuming and the rest of the town enjoying the Grand Opening festivities, King Neptune arrives with his daughter Mindy and his squire. As Neptune demands to know where his crown is, everyone stops to overhear a strange message being left on Mr. Krabs' phone machine thanking him for selling the crown to a man named Clay, who then sold it to a guy in forbidden Shell City.

As Mr. Krabs continues to profess his innocence, saying he was set up, King Neptune sentences him to die!

"Wait!" SpongeBob has a proposition: To prove he's no kid, and to spare Mr. Krabs' life, SpongeBob offers to retrieve the King's crown.

With his daughter Mindy's pleas to "get through a day without executing someone," the King agrees to freeze Mr. Krabs for six days. If SpongeBob doesn't return with the crown by then, Mr. Krabs gets cooked.

With Mindy's blessing, and warnings that the road to Shell City is teeming with danger, SpongeBob and Patrick set off on their mission to retrieve the crown and prove that they're men.

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Meanwhile, Plankton's devious Plan Z is underway. With SpongeBob gone, Mr. Krabs frozen, and Squidward nowhere to be found, Plankton steals the secret Krabby Patty formula and begins serving Krabby Patties at the Chum Bucket, which is now booming with business. And with each purchase at the Chum Bucket, Plankton gives the customer a bucket helmet that, unbeknownst to the wearer, is really a mind control device!

While Plankton is taking over the minds of everyone in Bikini Bottom, SpongeBob and Patrick are en route to Shell City. But Plankton has sent someone to stop them. A killer. One really bad fish. Dennis.

The boys manage, just barely, to stay one step ahead of Dennis. But their confidence is tested at every turn as they encounter thugs, monstrous crowds of fish and dangerous roadblocks that would try even the bravest men.

Can this seafaring sponge and his trusted star sidekick get the crown and save their town? Will Dennis accomplish what Plankton has set him out to do?

It's non-stop undersea excitement in a race to prove what really makes a sponge a man...

CHARACTERS:

SpongeBob SquarePants: Our beloved hero proves that when the going gets tough, he can soak it all in and go for the crown. Really.

Patrick Star: Every hero needs a sidekick. Even if that sidekick creates more messes than he cleans up.

Mr. Krabs: With the opening of his second restaurant, he should be celebrating. Instead this crustaceous cheapskate is fighting for his life.

Squidward: When push comes to shove, he'll shove a little harder. Then he'll help out.

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Plankton: This tiny terror invokes his most devious plan yet to get his hands on the Krabby Patty Secret Formula and take over Bikini Bottom!

Karen: Plankton's robot wife and co-conspirator in Plan Z.

King Neptune: This tyrant with a trident wants his crown back no matter what. It's a symbol of his power to his minions, and a cover for that pesky bald spot.

Mindy: Neptune's kind daughter who believes in SpongeBob more than he does himself.

Dennis: The meanest fish in the sea. He's out to stop Patrick and SpongeBob on their quest for the crown, no matter what it takes!

INSPIRING WORDS:

Nautical	Oceanic	Bubbly
Magical	Forbidden	Time
Excitement	Discovery	Challenge
Quest	Goofy	Brave
Peril	Childlike	Faithful
Pursuit	Grownup	Danger

PHRASES FOR THOUGHT:

- Cleanliness is next to managerliness.
- We're gonna party till we're purple.
- Hey fellow Goofy Goobers!
- Might I suggest aiming for the crotch area?
- Your compassion... proved a most admirable trait.
- Man, that was a close call.
- Waiter, let's get another round over here.
- Go scrape up your friend and get going.

QUOTES:

SpongeBob:

- I'm ready! Promotion! I'm ready!
- I'm making a complete what of myself?
- I'm ready... Depression. I'm ready.
- Mr. Krabs is nothing but a dirty, rotten mudsucking worm... and he's fat.
- Don't worry Patrick, I know how to handle the rural folk.
- Now it's time to feel the wrath of our mustaches.
- Ok, now you're starting to bum me out.

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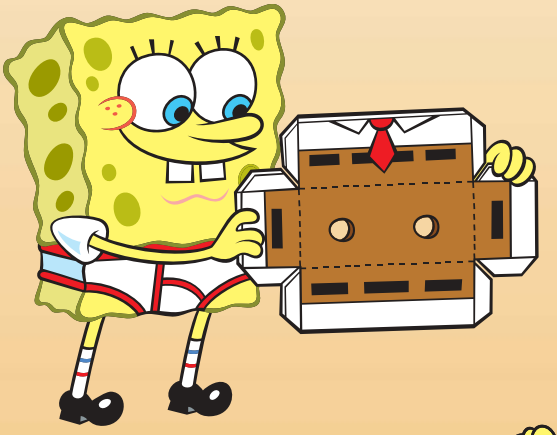
SPONGEBOB SQUAREPANTS

SBM_SBob_001

SBM_SBob_002

SBM_SBob_003



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SBM_SBob_004

SBM_Sbob_006

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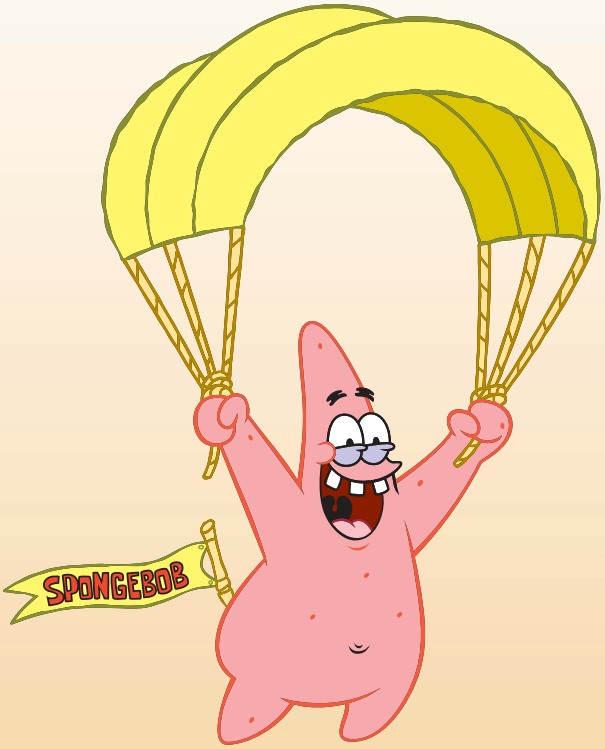
PATRICK STAR



SBM_Pat_001

SBM_Pat_002

SBM_Pat_003

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PLANKTON

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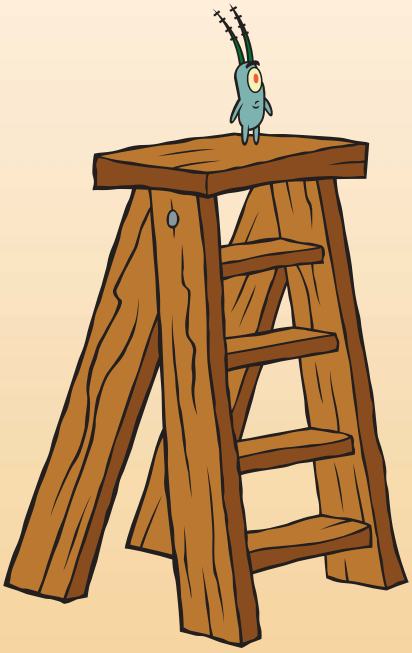

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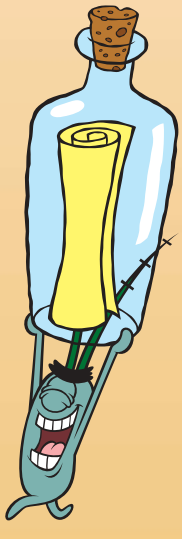

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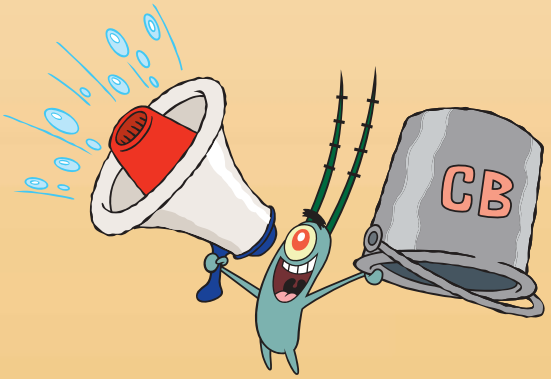

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MR. KRABS

SBM__MrK__001

KING NEPTUNE

SBM__Nept__001

DENNIS

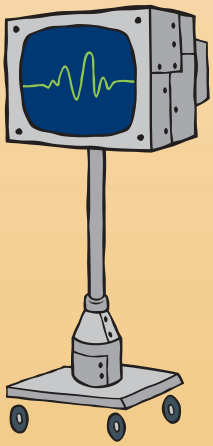
SBM__Den__001

MINDY

SBM__Mindy__002

SBM__Mindy__003

KAREN



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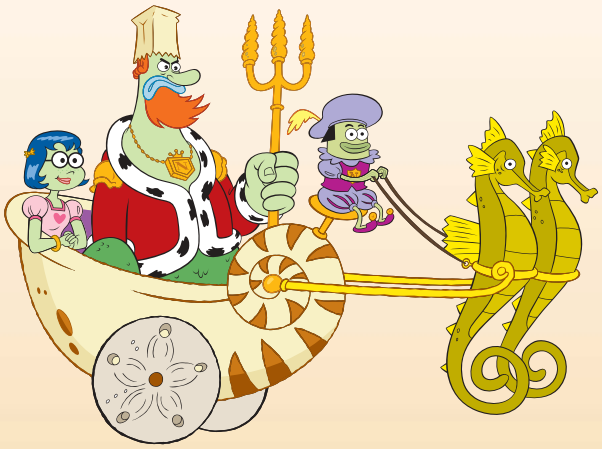
GROUP POSES



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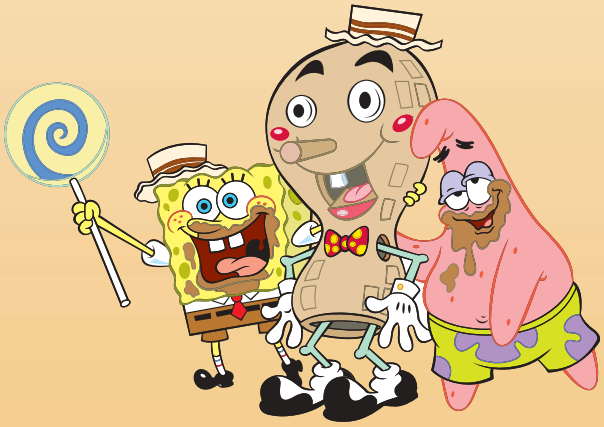

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GROUP POSES

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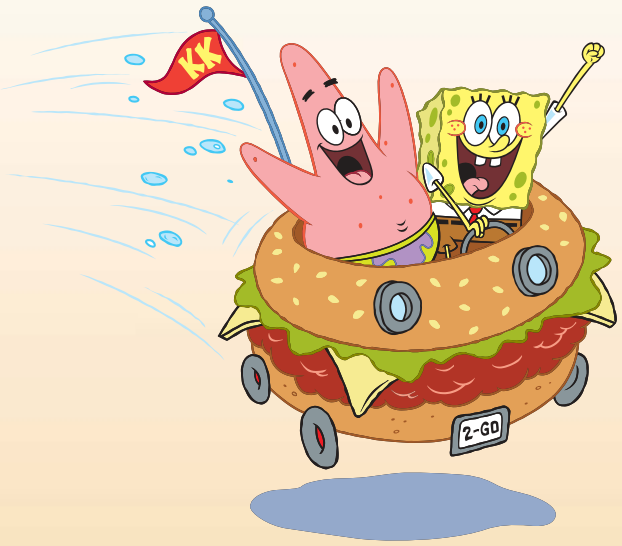

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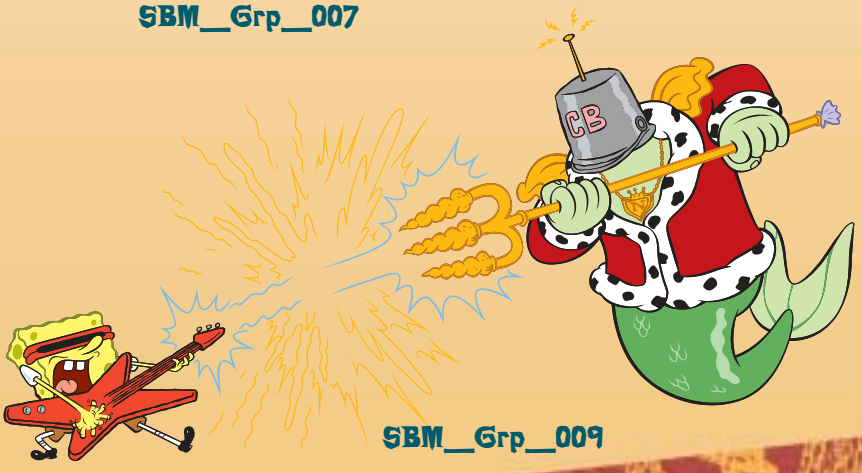
SBM_Grp_008

SBM_Grp_007



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CHARACTER PHRASES

Patrick Star:
- Well, saying you're a kid is... is like saying I'm a kid.
- Hey, I'm supposed to get a toy with this!
- Are we there yet?
- Are we dead?

Mr. Krabs:
- Let's face it, [Squidward is] more mature than you.
- Oh lad, I mean this in the nicest of ways, but, well there's a word for what you are
- ...There's got to be some nonmonetary way I can repay you...

Squidward:
- This is terrible. Who's gonna sign my paycheck?

Plankton:
- Curses! It's not fair.
- It's evil. It's diabolical... Plan Z can't possibly fail!
- I'm busy planning to rule the world!
- Hee hee hee.
- Plan Z. I love Plan Z.
- Bucket helmets for everyone.
- This crab must pay for his horrible crimes! Might I suggest aiming for the crotch area?
- Some people have no taste in headgear.
- Now that's just hideous for several reasons.
- Something smells fishy around here and for once it isn't my laundry.
- ...You can't fool me – I listen to public radio.
- I don't do hugs.

King Neptune:
- I am the king. I must enforce the laws of the sea.
- This crown does much more than cover a receding hairline.
- Quiet fool!
- Have this pole executed at once.
- Prepare to burn Krabs!

Mindy:
- Daddy, why do you have to be so mean?
- Daddy, stop it. Can't you get through one day without executing someone?
- I believe in you guys.
- My father is too distracted by his bald spot to help anyone.

Dennis:
- Name's Dennis. I was hired to kill you.
- All right, enough gab! I've got an appointment to kill some kittens at four o'clock.
- Don't worry. This'll only hurt a lot.
- You got guts kid. Too bad I gotta rip 'em outta ya.

Karen:
- Don't get worked up again, Plankton, I just mopped the floors.
- ... SpongeBob and his pink friend are going after the crown. If they make it back, Neptune might discover some fingerprints – tiny fingerprints... stubby, tiny fingerprints.

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PACKAGING

This is for inspiration only

Burst on Package

Composite Burst

MovieBranded Packaging

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SIGNAGE

This is for inspiration only

SBM_Logo_Sign_001.eps

SBM_Logo_Sign_002.eps

As you can see, these signs have been created in various shapes and sizes. One of them is bound to be perfect for use at point-of-purchase, throughout a store or in windows... anywhere you can think of to generate foot traffic.

Point of Purchase Display

ATTENTION: THE CHARACTER ART AND LOGO USED THROUGHOUT GUIDE IS FPO.

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PATTERNS

SBM_PatA.eps

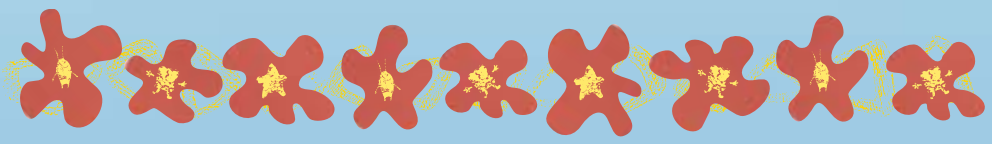
SBM_PatB.eps

SBM_PatC.eps

The character art in this pattern is FPO.

BORDERS

SBM_Bord_A.eps



SBM_Bord_B.eps

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FONTS

To capture the "The SpongeBob SquarePants Movie" spirit – and to maintain product line consistency – we've selected a limited number of fonts for use when creating promotional items, including packaging and package copy.

For **OCEANIC HEADLINES** use

WHASSIS CALM

IN CAPS. BY IMAGE CLUB GRAPHICS
http://www.fonts.com/fontpackages/packs_home.asp?nCo=AFMT&con=imageclub

Text colors need to be determined by the background onto which the text is being placed. But please try to stick to ocean-inspired colors.

For Brilliant waves of BODY COPY use

Priska Serif Regular

by FontFont
(415) 512-2093
http://www.fontfont.com

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The LOGO

When it comes to packaging for "SpongeBob SquarePants: The Movie" toys and other good stuff (NOT packaging for items related to the television show SpongeBob SquarePants), there are just a few rules to follow to ensure smooth sailing through the Nickelodeon approval process. These rules were implemented to guarantee that we have a brand look that stands out among the sea of products out there in the market!

- Always use the COMPLETE "The SpongeBob SquarePants Movie" logo (that means the movie logo with the Nickelodeon flower icon as a single unit)
- "The SpongeBob SquarePants Movie" packaging logo needs to be the most pronounced logo on the package
- There MUST be a minimum of 3/16" clearance surrounding "The SpongeBob SquarePants Movie" logo on all sides.
- Nothing can intrude on the movie logo!

The Flower Logo is the Nickelodeon-identifying element that's an integral part of "The SpongeBob SquarePants Movie" logo. Two things about the flower NEVER change: the orange color PMS 021 and the official Nickelodeon typeface – Balloon Extra Bold – knocked out in white.

And there are some basic guidelines you'll need to follow to make sure the Nickelodeon logo follows official Nickelodeon standards:
NOTE: In all cases following, 'the logo' refers ONLY to the Nickelodeon flower part in "The SpongeBob SquarePants Movie" logo.

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The logo always prints in PMS 021C orange as a fifth color. And NEVER use PMS 021C or a similar orange color anywhere else on packaging.
The Balloon Extra Bold typeface with the logo is ALWAYS white and ALWAYS Balloon Extra Bold.
If printing in one color, the logo (flower) is solid black and the typeface is white.
A clear, legible ™ or ® MUST follow the word "Nickelodeon."
The logo must not be overlapped or cropped by any other element.
No other words or typography can be placed inside the orange shape.
The logo shape must NEVER have an outline around it.
Never use the Nickelodeon typeface – Balloon Extra Bold – outside of the orange shape.
Never shorten or alter the word "Nickelodeon" inside the logo.

The Nickelodeon Movies and Paramount logos must remain in the order and size relationship shown on this page. So, when reducing or enlarging, remember to apply the alteration to all logos so they maintain the proper size relationship to each other!

The Paramount logo can reverse out in white, depending on which color (black or white) works best with your layout, advertising copy.

On products and in print advertising, the required notices must be applied in a legible and permanent format utilizing the "The SpongeBob SquarePants Movie" typeface.

The proper wording and placement of all notices must be approved, in writing, by Nickelodeon.

NOTICE: The above notices are for use in the United States and Canada ONLY. Because of variations in laws in some countries, notices and legal procedures must be cleared with MTV Networks before advertising or marketing products in other countries.

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LEGAL

APPROVAL PROCEDURE

Any usage of the SpongeBob SquarePants characters' names or likenesses must be approved in writing – in advance of use. Approval is based on character design that follows models and colors, follows correct relationships between characters, is appropriately integrated with products and advertisements, uses the correct typefaces for headings and body copy, and uses correct copyright and trademarks. All of this stuff is somewhere in this guide. If you can't find it, just ask.

REQUIRED COPYRIGHT AND TRADEMARK NOTICES

The names and likenesses of all SpongeBob SquarePants characters, artwork and distinctive lettering are protected under the copyright and trademark laws of the United States and all foreign countries.

ON ALL "The SpongeBob SquarePants Movie" -related packaging, merchandise and in all advertising for any licensed merchandise, a copyright and trademark notice in the following form MUST appear:

WAITING FOR MOVIE LEGAL

- Stephen Hillenburg's signature should appear on packaging. If this is not possible because of space limitation, "Created by Stephen Hillenburg." should appear after the legal line.
- The year to be included in this notice is the year in which the product is first distributed to the public.
- This legal information should be placed on the bottom of the box front. If this isn't possible, put the information on the back of the package, bottom right side, near the licensee logo. AVOID COVERING THE NICK WAVE.
- In addition, the symbol ™ or ®, as applicable, should appear next to the front or most prominent use of the name SpongeBob SquarePants when it appears on a piece of licensed merchandise or in any advertising copy.
- On products and in print advertising, the required notices must be applied in a legible and permanent format utilizing the "The SpongeBob SquarePants Movie" typeface.
- The proper wording and placement of all notices must be approved, in writing, by Nickelodeon.

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